

LEO BURNETT U.S.A.  
A DIVISION OF THE BURNETT COMPANY, INC.

AD #190A - REQ # N-91606 - "5 Extra Smokes" Page 4/C (P 3/4 x 11 1/4) Supplements, 1985

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New Players Lights 25's because...

You get  
5 extra smokes  
on the house.

Kings & 100's  
*Also available in Menthol*

Kings: 10 mg "tar," 0.8 mg nicotine av.  
100's: 11 mg "tar," 0.8 mg nicotine av.  
per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

MR's suggested pricing based on full price brands.

Count 'em.  
**25**  
quality cigarettes  
for the price of 20.

